

REMARKS

Applicant hereby petitions for revival of the present application for patent abandoned unintentionally under 37 C.F.R. 1.137(b) accompanying with an amendment in response to the last office action dated January 27, 2004. Claims 25-31 are pending. No claim has been canceled. Claims 25 and 28-29 have been amended. No claim has been added. Reconsideration of the present application as amended is respectfully requested.

Claims 25-30 are rejected under 35 U.S.C. 102(b) as anticipated by U.S. Patent No. 5,621,200 of Irwin, Jr. et al. ("Irwin") or alternatively, under 35 U.S.C. 103(a) as being unpatentable over Irwin. In view of foregoing amendments, it is respectfully submitted that claims 25-30 include limitations that are not disclosed or suggested by Irwin. Specifically, independent claim 25 as amended recites as follows:

25. A method of scoring a coupon comprising:
scanning a coupon including a first field having at least one question and at least one answer on top of a removable concealer and a second field;
ensuring that a predetermined number of answers corresponding to the number of questions in the first field is selected in the first field by removal of the removable concealer;
ensuring that only a predetermined number of areas is selected by removal of removable concealer in the second field;
determining a score value of the coupon based on the predetermined number of areas selected in the second field having locations indicated by the predetermined number of answers selected in the first field; and
presenting the score value to a user of the coupon, wherein a benefit of the coupon received by the user depends upon the score value, and wherein a type of the benefit is determined based on the predetermined number of areas selected in the second field and the predetermined number of answers selected in the first field.

(Emphasis added)

Independent claim 25 includes a coupon where a user can answer one or more questions listed in a first field by removing one or more concealors of the answers in the first

field. The revealed answers in the first field indicate certain locations of second field to prompt the user to select by removing the corresponding concealors of the second field. The score value is determined based on the selected second field. The benefit (e.g., redeemable item value) and the type of the benefit (e.g., types of the free items) of the coupon depend upon the score value and the selected second field. It is respectfully submitted that the above limitations are absent from Irwin.

Rather Irwin discloses a lottery ticket that when scratched, reveal certain electronic circuits that can be read by a lottery machine, in order to determine whether a user has hit a jackpot. There is no mention of scoring a coupon where the value and type of the coupon depends on the selection of the first and second fields on the coupon as disclosed by the present invention as claimed. The items received by the user depend on how the user scores on the coupon, which partially represents the user's interest or habit. As a result, a sponsor of the coupon can target a specific consumer based on their reaction on the coupon. Irwin and the present application are solving significantly different problems and their approaches are significantly different. It is respectfully submitted that Irwin fails to disclose or suggest the limitations set forth above.

Therefore, for the reasons discussed above, it is respectfully submitted that independent claim 25 is patentable over Irwin. Given that claims 26-31 depend on claim 25, it is respectfully submitted that claims 26-31 are patentable over Irwin. Withdrawal of the rejections is respectfully requested.

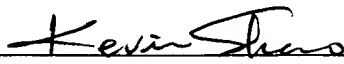
In view of the foregoing, Applicant respectfully submits the present application is now in condition for allowance. If the Examiner believes a telephone conference would expedite or assist in the allowance of the present application, the Examiner is invited to call the undersigned attorney at (408) 720-8300.

Please charge Deposit Account No. 02-2666 for any shortage of fees in connection
with this response.

Respectfully submitted,

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